



## **Public Awareness & Advocacy Standing Committee**

### **Meeting Summary**

**Date: January 4, 2005**

**Time: 3:30-5:00 PM**

2445 Carmichael Drive, Redwood Room – Chico, CA

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Members Present: Jeff Fontana (Committee Chair), Karen Marlatt and Linda Moore

Member Absent: Mark Lundberg

Staff Present: Susan Billings

Staff Absent: Cheryl Giscombe

Public: Wendy Martinez, Kristin Gruneisen, Bill Hubbard, and Lynn Haskell.

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1. Agenda Review & Additional Items- Lynn Haskell joined the meeting briefly to share information on a potential media intern for the Commission. A CSUC graduate student, David Mora, who is looking for field experience, recently contacted her. He will be available next semester to assist with media efforts, both for VOCS and the Commission. Lynn thought it would be beneficial for David to accompany her to the January 7 Grant Council Meeting as an introduction to the Commission and its work. Committee members agreed. Questions were raised about who would provide supervision and guidance to an intern (likely VOCS staff, since the intern would be working predominantly with them). *POST MEETING NOTE: David accepted a position as a paid intern with another agency. However, Lynn is working with CSUC to see if other students are available.*

Staff also requested verification of the approval of the November 23, 2004 Meeting Summary. That summary was approved at the December 7, 2004 meeting.

2. The December 7, 2004 meeting summary was approved. The November and December summaries will be placed on the Consent Agenda for the approval of the Commission at the January 21, 2005 Commission Meeting.
3. Noting one typo for correction, the Committee approved the Roles and Responsibilities document. The document will be placed on the January 21, 2005 Commission agenda as an action item.
4. At the January 7, 2005 Grant Council Meeting, Bill Hubbard and Kristin Gruneisen will introduce a media brainstorming session during the lunch portion of the meeting. As an introduction, they plan to describe what the Grant Council has done in past meetings and give instructions on how the brainstorming session will be conducted. As well, Karen Marlatt will assist with the introduction by highlighting the PAAC Roles & Responsibilities and explaining what sub-committees exist within the Commission and the function of each. Questionnaires will be placed on each table and volunteers will record answers for the group. Committee members and staff will circulate the room, keeping conversations on task and assisting as needed.

Questions will include: **1. Media training:** Is there any interest in having training sessions on how to work with the media? If so, what types of training would be most helpful (i.e. creating press releases, how to contact media people, creating advertising, determining the best media approach for TV, newspaper, radio, etc.)? **2. Committee support:** Should the Public

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Awareness & Advocacy Committee (and the Commission) help provide overall media support for grantee programs? If so, what types of support would be most helpful? **3. Success stories:** Should the Public Awareness & Advocacy Committee (and the Commission) be actively trying to put grantee success stories into the media? If so, what do you think are the most effective ways of telling those stories? **4. Grant council direction:** Should the grant council go beyond sharing of program information? If so, what activities by the group do you see benefiting your program and/or agency?

At the end of the meeting, Bill and Kristin will ask each table to share with the group, the single most important point that came up during the discussion. It was also suggested that the emailed media query, sent to grantees in December, be tied in with the brainstorming activities. The brainstorming responses will be compiled by staff and brought to PAAC members for review, then forwarded to the Grant Council Distribution list. There will also be some form of follow-up at the next Grant Council Meeting.

5. There were no news releases to be reviewed at this time. It was suggested that staff contact Valley Oaks Children's Services with a press release request on their Get ready! Program and completion of the first phase of the 'Incredible Years' classroom curriculum. *POST MEETING NOTE: Lynn Haskell is willing to draft a press release on the success of the Incredible Years Curriculum and bring forward to PAAC members for review.*
6. Staff requested guidance on the Commission newsletter, particularly publication frequency. It is sometimes difficult to find willing participants for newsletter articles, especially on a frequent basis. Members brainstormed several ideas, including a rotating grantee participation list, creating seasonal or topic-specific themes, including parenting tips and informational articles, and other ideas. The Winter 2004/2005 newsletter is currently under construction, with a possible release date of March 2005.
7. Grantee responses to the emailed media query were provided in meeting packets. In light of the amount of information to be reviewed, Jeff Fontana deferred discussion on the subject to the next meeting. It will be discussed at the February PAAC meeting in combination with brainstorming responses gathered from the January 7, 2005 Grant Council Meeting.

The next meeting of the Public Awareness & Advocacy Committee will be on Tuesday, February 1, 2005 from 3:30-5:00 PM at 2445 Carmichael Drive, Chico.

Minutes by Susan Billings  
Administrative Assistant  
Approved: February 1, 2005